



Media Release

30 April 2019

McCain brings out-of-home favourites to the convenience of the grocery aisle

New products include *Craft Beer Batter*, *Sweet Potato* and *Pub Style* chips

Melbourne – April 2019: McCain is bringing the flavours Australians love to enjoy out of the home to the convenience of the grocery aisle with eight new additions to its iconic chips range.

Australians love their potato chips and wedges, but the majority of their consumption is outside of the home, at their favourite restaurants and pubs. McCain is providing fun alternatives to its traditional potato chip range to bring great quality chips home, while also incorporating the flavours of Australia's favourite craft beer brands to tap into consumers' growing interest in craft beer. According to industry figures, Australia has averaged one small brewery opening a week for the past two years.¹

The new products come in a variety of different cuts and flavours for every chip connoisseur to enjoy. Coles customers can choose from a range of wedges and chips deliciously battered in Craft Pale Ale or IPA brews.

Woolworths customers will find an exclusive range of battered chips and wedges made with craft beers in partnership with the John Boston Craft Beer brand, an Australian speciality beer favourite named after the man who brewed Australia's first beer in 1796. Craft beers featured in the new McCain range include John Boston Pale Ale, Golden Ale & Session IPA.

McCain is also expanding its product range with new Sweet Potato and Pub Style chip offerings, tapping into their Pub Style range success, which is in 24% growth since last year². New varieties include Sweet Potato Rosemary & Garlic and Extra Crispy Pub Style chips.

McCain Foods ANZ Potato Senior Brand Manager Sophie Webb says that McCain is excited to provide Australians a taste of pub favourites at home, tapping into key consumer trends.

"Having hot and crispy chips paired with a refreshing pint is a quintessential part of Australian pub culture, therefore, launching Craft Beer battered chips is a great opportunity to take our beer battered range to the next level, targeting a younger cultured audience."

The full range of new products includes:

- *John Boston Craft Beer Batter Golden Ale Diamond Cut Chips – Woolworths exclusive*
- *John Boston Craft Beer Batter IPA Wedge Cut Chips – Woolworths exclusive*
- *John Boston Craft Beer Batter Pale Ale Steak Cut Chips – Woolworths exclusive*
- *Craft Beer Batter IPA Wedge Cut Chips – Coles, Metcash*
- *Craft Beer Batter Pale Ale Steak Cut Chips – Coles, Metcash*

¹ Australian Craft Beer Brewery List 2018; craftbeerreviewer.com

² IRI Australia 2019, data from week ending 17/02/19; iriworldwide.com/en-AU



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- Sweet Potato Rosemary and Garlic Chips – Coles
- Sweet Potato Beer Batter Steak Cut Chips – Coles exclusive
- Pub Style Extra Crispy Diamond Cut Chips – Coles

McCain's *Craft Beer Batter* ranges will be available in Woolworths and Coles stores nationally for \$3.99. The Coles *Sweet Potato* range will be available in store for \$5.50, and the *Pub Style Extra Crispy* diamond cut chip retails for \$3.99.



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For more information, product samples and images, please contact Porter Novelli Melbourne:

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About McCain Foods

McCain Foods Australia is a subsidiary of McCain Foods Limited that specialises in frozen potato products, vegetables, dinners, and pizza, for both the Retail and Foodservice sectors. The company operates production facilities, located on three sites in Ballarat in Victoria, Lisarow in New South Wales and Smithton in Tasmania.

McCain Foods is a privately-owned Canadian company headquartered in Toronto. It is a leader in the frozen food industry, employing 20,000 people and operating 51 production facilities on six continents.

www.mccain.com.au